

ORDER

KSNV

Orders

Order / Rev: **105822**
 Alt Order #: 06844909
 Product Desc: PAT MAJORITY USA
 Estimate: 1656
 Flight Dates: 08/23/12 - 08/30/12
 Original Date / Rev: 08/22/12 / 09/05/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: **Waterfront Strategies**
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: **Patriot Majority - Revised**
 Demographic: A35+
 Product Codes: PLI1
 Priority: 1
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	25	\$20,425.00	\$17,361.25
08/27/12	08/30/12	53	\$49,075.00	\$41,713.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	25	\$20,425.00	\$17,361.25	0.00
September 2012	53	\$49,075.00	\$41,713.75	0.00
Totals	78	\$69,500.00	\$59,075.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	39%	\$69,500.00
Market	100%	\$178,205.13

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	9%	\$16,038.46
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$37,423.08
KTUD	1%	\$1,782.05
KVVU	20%	\$35,641.03
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$17,820.51

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/29/12	Wake Up Early w/ Wagner	AM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00

WAKE UP EARLY W/THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/29/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWT--S			3		\$200.00			0.00			
E 2	KSNV	08/30/12	08/30/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	---T---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---			1		\$200.00			0.00			
E 3	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-			1		\$350.00			0.00			
E 4	KSNV	08/26/12	08/26/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S			1		\$625.00			0.00			
E 5	KSNV	08/23/12	08/29/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$600.00	1	0.00	NM	5	\$3,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--			5		\$600.00			0.00			
E 6	KSNV	08/30/12	08/30/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	---T---	:30	1	\$600.00	1	0.00	NM	1	\$600.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---			1		\$600.00			0.00			
E 7	KSNV	08/23/12	08/29/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--			5		\$1,000.00			0.00			
E 8	KSNV	08/25/12	08/25/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-			1		\$625.00			0.00			
E 9	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	GM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S			1		\$500.00			0.00			
E 10	KSNV	08/23/12	08/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--			4		\$1,500.00			0.00			
E 11	KSNV	08/30/12	08/30/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---			1		\$1,500.00			0.00			
E 12	KSNV	08/23/12	08/29/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--			4		\$900.00			0.00			
E 13	KSNV	08/23/12	08/29/12		CM	11am-12pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Rachael Ray Rachael Ray RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/23/12 08/29/12 MTWTF-- 3 \$325.00 0.00															
E 14	KSNV	08/23/12	08/29/12	M-F Today Show III 4th BM Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
TODAY SHOW III <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/23/12 08/29/12 MTWTF-- 3 \$450.00 0.00															
E 15	KSNV	08/30/12	08/30/12	M-F Today Show III 4th BM Today 4th Hour	CM	10am-11am	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
TODAY SHOW III <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/30/12 09/05/12 ---T--- 1 \$450.00 0.00															
E 16	KSNV	08/23/12	08/29/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS 3 AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/23/12 08/29/12 MTWTF-- 4 \$425.00 0.00															
E 17	KSNV	08/30/12	08/30/12	Noon News Noon News	CM	12-1230pm	---T---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS 3 AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/30/12 09/05/12 ---T--- 1 \$425.00 0.00															
E 18	KSNV	08/23/12	08/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/23/12 08/29/12 MTWTF-- 4 \$450.00 0.00															
E 19	KSNV	08/30/12	08/30/12	Dr. Phil Dr Phil	CM	3-4p	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/30/12 09/05/12 ---T--- 1 \$450.00 0.00															
E 20	KSNV	08/25/12	08/25/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -----S- 1 \$650.00 0.00															
E 21	KSNV	08/23/12	08/29/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/23/12 08/29/12 MTWTF-- 5 \$1,200.00 0.00															
E 22	KSNV	08/30/12	08/30/12	M-F Early News M-F Early News	CM	5-630p	---T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/30/12 09/05/12 ---T--- 1 \$1,200.00 0.00															
E 23	KSNV	08/23/12	08/29/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/23/12 08/29/12 MTWTF-- 4 \$700.00 0.00															
E 24	KSNV	08/23/12	08/29/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/23/12 08/29/12 MTWTF-- 3 \$700.00 0.00															
E 25	KSNV	08/25/12	08/25/12		CM	7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wknd Wheel of Fortune											
				SAT/ Wheel of Fortune											
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$500.00		0.00			
E 26	KSNV	08/23/12	08/29/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					2	\$1,300.00		0.00			
E 27	KSNV	08/30/12	08/30/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---T---	:30	1	\$1,300.00	1	0.00	NM	0	\$0.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---					1	\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	08/30/12-09/05/12		M-F Wheel		7-730pm	---Th-----	:30		(\$1,300.00)		0.00	NM		
Unresolved															
[PGM CHG = REPUBLICAN NAT'L CONVENTION]															
E 28	KSNV	08/23/12	08/29/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					3	\$1,300.00		0.00			
E 29	KSNV	08/28/12	08/28/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AMERICA'S GOT TALENT (O) 8/14-9/4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$4,000.00		0.00			
E 30	KSNV	08/29/12	08/29/12	Wed PR 8-9p Wednesday Prime 8-9pm	CM	8-9pm	--W----	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
AMERICA'S GOT TALENT (R) 8/15-9/19															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----					1	\$2,400.00		0.00			
E 31	KSNV	08/27/12	08/27/12	Mon PR 8-9p Monday Prime 8-9pm	CM	8-9pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AMERICA'S GOT TALENT (R) 8/20-8/27															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$4,000.00		0.00			
E 32	KSNV	08/25/12	08/25/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$1,100.00		0.00			
E 33	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$1,100.00		0.00			
E 34	KSNV	08/23/12	08/29/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	MTWTF--					3	\$1,100.00		0.00			
E 35	KSNV	08/30/12	08/30/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---					1	\$1,100.00		0.00			
E 36	KSNV	08/23/12	08/29/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00

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TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/23/12		08/23/12	08/29/12	MTWTF--	3		\$750.00		0.00						
E 37	KSNV	08/30/12	08/30/12	The Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/30/12		08/30/12	09/05/12	---T---	1		\$750.00		0.00						
Totals														78	\$69,500.00